

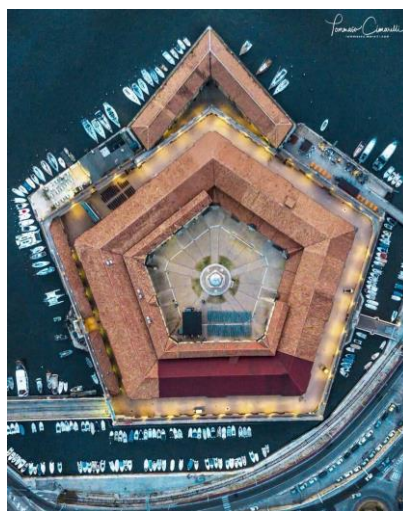
4helix+

<https://4helix-plus.interreg-med.eu>

Empowering the 4 helix of MED maritime clusters through an open source/knowledge sharing and community-based approach in favor of MED blue growth

ANCONA BLUE BOOTCAMP

Ancona, 28-29 March 2019



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Event concept

The Ancona Blue Bootcamp aims at stimulating **creative innovation** between Blue economy SMEs and Cultural and Creative Industries. The 2 days event is structured **to strengthen the Blue SMEs potential of innovation** through their **knowledge exchange, promotion, transfer** and embed innovative concept, **tools and processes** (throughout **thematic workshops** on Open Innovation, Lego Serious Play, Digital Innovation) and Blue&Creative **cross contamination**. **Micro & SMEs** and start-ups from the blue growth & blue-economy sector, **Knowledge providers** (KPs) Research Development and Innovation Bodies having specific expertise in the domain of Cultural and Creative Industries and/or Community Spaces considered as Non Institutional New Innovation Agents (fab labs, maker spaces, living labs, co working spaces...) coming from the 4helix+ Pilot Areas will attend the Bootcamp. Admission to the event is **free of charge**. All attendees have to sign in to the 4helix+ project registration form. **B2B** sessions will be organized during the Bootcamp to offer **networking opportunities among** companies (MSMEs) and experts (KPs) aiming to design or create, through small innovation projects, new products, services, processes or business models to be financed by **innovation vouchers**. (10.000€ per project - closing day for the submission of voucher applications is the **30th of April 2019**).

HOW TO REACH THE EVENT LOCATION

Flight

<http://aeroportomarche.regione.marche.it/>

Train

www.trenitalia.com

From Ancona Central Station bus n.. **1/3** stop "Via Marconi - Parcheggio Archi".

DAY 1 Thursday, 28th March 2019

Venue: Mole Vanvitelliana. ROOM BOXE - Banchina Giovanni da Chio, 28 - ANCONA

8.30 – 9.15	Registration of Participants	
	Institutional Welcome and Opening	
9.15 - 9.30		Marche Region <i>Fisheries and Blue Economy Dept.</i> SVIM - Sviluppo Marche Srl, Lead Partner of the 4helix+ project
9.30 - 10.30	Presentation of the 4helix+ project, the Blue Growth and Cultural and Creative Industries	
		<ul style="list-style-type: none"> • Interreg Med EU 4helix+ project quick presentation and its stakeholders (LIC, KP, MSMEs). Bootcamp objectives and work set-up. • Focus on Blue Growth & Blue-Economy traditional and emerging sectors: ecosystems and marine resources. Facts and figures, trend and best practices at national and EU level • Focus on Blue Growth & Blue-Economy traditional and emerging sectors: offshore engineering, ship-building and tourism. Facts and figures, trend and best practices at national and EU level • Focus on Blue Growth & Blue-Economy: facts and figures, trend and projects at regional and EU level • Focus on regional Blue Tourism and Cultural Creative Industries: facts and figures, trend and best practices at regional level
10.30 - 12.30	Presentation of Blue MSMEs and Cultural and Creative Industries	
		<ul style="list-style-type: none"> • Presentation of Blue regional MSMEs (pitch session) • Presentation of Cultural Creative Industries (Knowledge Providers) at local and transnational level (pitch session)
12.30 - 13.00	How to build a perfect “relationship” for Voucher project proposals presentation and implementation	
		<ul style="list-style-type: none"> • Focus on the Call for Innovation Vouchers: timing and rules • Cyber Space and Matchmaking environment: navigation demo
13.00 - 14.00	Networking Lunch	
	Trans-sectorial contamination Blue MSMEs and Knowledge Providers	
14.00- 15.00	PARALLEL THEMATIC GROUPS	
	<i>Thematic group on Exploitation of ecosystems and marine resources</i>	<i>Thematic group on Exploitation of marine resources: offshore engineering, shipbuilding and tourism</i>
14.00 - 15.00	Reserved 4helix+ LICs ROUND TABLE	
	Methodological Guideline to assess the VOUCHER project proposals	

15:00- 17:30 PARALLEL METHODOLOGICAL WORKSHOPS

Workshop 1 – for KPs
CREATIVITY AT WORK

Workshop 2 – for Blue MSMEs
BUSINESS MODEL CANVAS

Workshop 3 – on innovation (product, process and organization)
LEGO® SERIOUS PLAY®

14.00 - 18.30 OPEN BAR & NETWORKING TIME

17.30 - 18.30 B2B MEETINGS BETWEEN BLUE MSMEs and KPs

18.30 - 19.00 Guided tour at [Museo Omero >> website>>](#)

20.00 4helix+ Social Networking Dinner

DAY 2 Friday, 29th March 2019

Venue: Central Adriatic Ports Authority - Molo S. Maria - ANCONA

8.45 - 9.30 Registration

9.30 - 10.00 Institutional Welcome and Opening Central Adriatic Ports Authority e City of Ancona

- Central Adriatic Ports Authority, project presentation and Best Practices:
 - **REMEMBER Project, funded under the ITALY – CROATIA Programme**
 - **Cruise sector Initiative: “Welcome to Ancona”** - Regional Chamber of Commerce

10.00 - 11.00 BLUE & Creative regional Initiatives

- **The CISP project** - CNR Ancona - Institute for Biological Resources and Marine Biotechnologies - IRBIM
- **The BLUE-BOOST project** financed by ADRION PROGRAMME
- **eCapital Culture:** Business Start-up School in Culture & Creativity in the Adriatic Area
- **The “Facility Point Platform”** - Adriatic-Ionian Macro Regional Area
- **The experience of “Tipicità in Blu”** the Sea Festival in the Adriatic-Ionian Macro Regional Area

11.00 - 11.30 Virtual tour of the Ancona Old Port

11.30 - 13.00 Transfer to Marina Dorica and guided tour mega yachts shipbuilder: [Cantiere delle Marche](#)

13.00 - 14.00 Business Lunch at Marina Dorica – Touristic Port of Ancona

14.30 Closure of the BOOTCAMP

SUGGESTED ACCOMODATION in the PORT AREA very close to the Event Venue

- **SeePort Hotel**** Via Rupi di Via XXIX Settembre - 60100 – Ancona**
www.seeporthotel.com

4helix+ Special offer:

Standard room (double room for single use) € 100,00

Superior room (double room for single use) € 120,00

City tax € 2,00 person/night NOT INCLUDED

- **Grand Hotel Palace Ancona**** Lungomare Vanvitelli, 24 - 60121 Ancona**
www.grandhotelpalaceancona.com

4helix+ Special offer:

Single room € 83,00

Comfort room (double room for single use) € 98,00

Executive room (double room for single use) € 125,00

Comfort Double room € 115,00

Executive Double room € 145,00

City tax € 2,00 person/night NOT INCLUDED